

Media Information
21 January 2015

Personnel changes at MINI and BMW Group sales

Peter van Binsbergen new Head of Sales and Marketing, BMW Group Germany

Sebastian Mackensen new Head of MINI

Jochen Goller new Director of Sales and Marketing, BMW Brilliance Joint Venture in China

Bernhard Kuhnt to lead BMW importer sales markets

Uwe Dreher new Head of BMW, BMW M and BMW i marketing

Munich. From 1 March 2015, **Peter van Binsbergen** will be Senior Vice-President, Sales and Marketing of BMW Group Germany. The 47-year-old mechanical engineer is currently Head of Sales and Marketing at the BMW Brilliance Joint Venture based in China. Mr van Binsbergen's career with the BMW Group began over 20 years ago when he assumed senior positions responsible for product planning, marketing and sales at BMW South Africa. He then moved to BMW Japan, where he was Director of Marketing, followed by a move to BMW Group headquarters in Munich, where he led the department responsible for sales channel development and the Group's "Future Retail" programme.

Jochen Goller will move to China where he will take over an extended role with overall responsibility for Sales and Marketing at the BMW Brilliance Joint Venture in China. Mr Goller (48), who has headed up the MINI brand since 2013, already has experience when it comes to the Chinese market. During his 15-year career with the BMW Group, he was previously Head of Marketing at BMW China before returning to Europe, where he first took over responsibility for the MINI brand in Great Britain and Ireland ahead of moving to his current job.

From 1 March 2015, **Sebastian Mackensen** will take on responsibility for the MINI brand. Mr Mackensen (43) joined the BMW Group in October 2013 as Head of MINI Sales. Before that and following his studies in Business Administration, Mr Mackensen gained a broad range of sales experience in the premium automotive industry both in Germany and abroad.



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Bernard Kuhnt will take on responsibility for the BMW Group's importer markets from 1 March 2015. The 47-year-old was previously in charge of European Sales at Jaguar Land Rover and has many years of experience in the global automotive industry. In his new position, he will be responsible for BMW Group sales in over 80 countries.

Within the central marketing division, **Uwe Dreher** will become Head of Marketing for the BMW brand and the BMW i and BMW M sub-brands with effect from 1 April 2015. The 40-year-old is currently in charge of BMW Marketing in Great Britain; before that he was responsible for the marketing communication of the introduction of the BMW i sub-brand and the launch of the BMW i3.

If you have any questions, please contact:

Corporate Communications

Jochen Frey, Business and Finance Communications, Human Resources
Tel: +49-89-382-41125
E-mail: jochen.frey@bmw.de

Nikolai Glies, Head of Business, Finance and Sustainability Communications
Telephone: +49 (0)89 382-25444
E-mail: nikolai.glies@bmw.de

Media website: www.press.bmwgroup.com
Email: presse@bmw.de

The BMW Group

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 30 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2014, the BMW Group sold approximately 2.118 million cars and 123,000 motorcycles worldwide. The profit before tax for the financial year 2013 was € 7.91 billion on revenues amounting to approximately € 76.06 billion. As of 31 December 2013, the BMW Group had a workforce of 110,351 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, compre-



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hensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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